

FY 2010 Interim Results



November, 2009
SEGA SAMMY HOLDINGS INC.

[Disclaimer]

The contents of this material and comments made during the questions and answers etc of this briefing session are the judgment and projections of the Company's management based on currently available information. These contents involve risk and uncertainty and the actual results may differ materially from these contents/comments.

*** Numbers of plan for the year ended March 31, 2010 on this documents are based on the numbers publicized on May 13, 2009**

【FY 2010 Interim Results】

Highlight	2
Consolidated Income Statements	3
Costs and Expenses	4
Consolidated Balance Sheets	5
Segment Results	
Segment Results : Pachislot Pachinko	6
Segment Results : Amusement Machines	10
Segment Results : Amusement Facilities	12
Segment Results : Consumer Business	14

【FY 2010 Full Year Outlook】

Consolidated Income Statements	19
Costs and Expenses	20
Segment Plan	
Segment Plan : Pachislot Pachinko	22
Segment Plan : Amusement Machines	24
Segment Plan : Amusement Facilities	26
Segment Plan : Consumer Business	27
New Endeavors of the Sega Sammy Group	30
Listed Subsidiaries Results / Outlook	
Sammy Networks / SEGATOYS	32
TAIYO ELEC / TMS Entertainment	33
Appendix	34

Net Sales / Profits		<ul style="list-style-type: none"> ▪ Net sales: ¥ 154.3 billion, Operating loss: ¥ 300 million (¥ 2.3 billion), Net loss: ¥ 6.3 billion (¥ 8.3 billion) *Numbers shown in parentheses are reference values based on previous accounting policy (unaudited) ▪ Decreased sales year-on-year, but operating loss reduced (=>exceeded initial plan) ▪ No change in full year plan (=>considering plan to introduce multiple mainstay titles in the second half)
Segment Overview	Pachislot Pachinko	<ul style="list-style-type: none"> ▪ Increased sales year-on-year, return to profitability ▪ Both pachislot and pachinko unit sales increased year-on-year ▪ With review of pricing strategy, etc., gross margin ratio increased for both pachinko and pachislot
	Amusement Machines	<ul style="list-style-type: none"> ▪ Decreased sales compared to previous fiscal year, when big titles were introduced, and posted operating loss ▪ Strong sales and utilization of this term's mainstay title "BORDER BREAK" =>Sales under revenue sharing model
	Amusement Facilities	<ul style="list-style-type: none"> ▪ Decreased sales year-on-year due to reduction in number of facilities ▪ Profitability improved due to review of facility portfolio and reduction in operating expenses ▪ SEGA domestic same-store sales performed at a lower level in year-on-year terms
	Consumer	<ul style="list-style-type: none"> ▪ Decreased sales and expanded operating loss compared to previous fiscal year, when mainstay titles were introduced ▪ Strong sales of new titles, but weak overseas sales of catalogue titles ▪ To introduce mainstay game software titles in second half

Consolidated Income Statements



SEGA-SAMMY
HOLDINGS

SEGA-SAMMY
GROUP

(JPY Billion)	FY 2008	FY 2009	FY 2010			
	Interim Results	Interim Results	Interim Results	Interim Plan	YoY Change	% to Plan
Net Sales	231.0	200.4	154.3	163.0	-23.0%	-5.3%
Pachinko Pachislot	99.7	65.2	68.3	78.5	+4.8%	-13.0%
Amusement Machines	34.3	34.4	17.9	18.0	-48.0%	-0.6%
Amusement Facilities	47.9	37.1	28.9	26.5	-22.1%	+9.1%
Consumer	41.2	61.9	37.6	38.5	-39.3%	-2.3%
Other	7.7	1.6	1.5	1.5	-6.3%	0.0%
Operating Income	-4.3	-7.5	-0.3 (-2.3)	-12.5 (-15.0)	-	-
Pachinko Pachislot	12.1	-1.0	10.8	3.0	-	+260.0%
Amusement Machines	1.8	4.6	-0.7 (-1.2)	-2.3 (-2.5)	-	-
Amusement Facilities	-2.2	-2.8	0.2	-0.8	-	-
Consumer	-12.5	-5.9	-8.1 (-9.6)	-9.4 (-11.7)	-	-
Other	-0.2	0.2	0.2	0.0	0.0%	-
Eliminations	-3.4	-2.6	2.7	-3.0	-	-
Ordinary Income	-3.9	-8.4	-0.7 (-2.7)	-13.0 (-15.5)	-	-
Extraordinary Gain	1.7	1.6	1.9	-	-	-
Extraordinary Loss	6.3	2.4	2.5	-	-	-
Net Income	-20.2	-9.5	-6.3 (-8.3)	-14.5 (-17.0)	-	-
Dividend per share (JPY)	30	15	15	15	-	-
Earning per share (JPY)	-80.44	-37.92	-25.10	-57.56	-	-
Net Assets per share (JPY)	1,196.21	990.09	841.80	-	-	-

* Numbers shown in parentheses are based on previous accounting policy (reference)

Costs and Expenses

(JPY Billion)	FY 2008	FY 2009	FY 2010			
	Interim Results	Interim Results	Interim Results	Interim Plan	YoY Change	% to Plan
R&D expense / Content Production expense	29.8	30.4	22.9 (24.9)	25.7 (28.2)	-24.7% (-18.1%)	-10.9% (-11.7%)
Cap-ex	34.9	14.5	6.3	8.6	-56.6%	-26.7%
Depreciation	29.5	11.9	7.3	7.9	-38.7%	-7.6%
Advertising	9.0	11.2	7.8	8.7	-30.4%	-10.3%

*Numbers shown in parentheses are reference values based on previous accounting policy (unaudited)

*Cap-ex and depreciation of interim results in FY 2008 includes pachislot rental assets.

(Rental assets: Cap-ex:17.1 billion yen, Depreciation:17.3 billion yen)

Summary of Interim Results

- Cap-ex and depreciation expenses decreased significantly year-on-year, mainly due to decrease in amusement facilities
- R&D costs and content production expenses decreased year-on-year, mainly due to reduction in the amusement machine segment and consumer segment, as well as cost deferrals in consumer segment in accordance with postponement of introduction of some titles
- Advertising costs decreased year-on-year, mainly due to decrease in consumer business

Consolidated Balance Sheets



SEGA-SAMMY
GROUP

【 Assets 】				【 Liabilities and Net Assets 】			
Account	Prior	Current	Change	Account	Prior	Current	Change
Cash and Cash Equivalents	106,436	96,647	-9,789	Accounts Payable	51,298	38,309	-12,988
Accounts Receivable	80,468	59,260	-21,207	Corporate Bond	3,294	18,753	15,458
Securities	26,798	44,892	18,093	Short Term Borrowings	5,467	5,683	215
Inventories	41,543	46,433	4,890	Other	37,133	30,850	-6,282
Other	31,492	25,568	-5,924				
				Total Current Liabilities	97,194	93,597	-3,596
Total Current Assets	286,740	272,802	-13,937	Corporate Bond	52,834	47,260	-5,574
Tangible Fixed Assets	65,116	62,462	-2,653	Long Term Debt	6,740	6,910	169
Intangible Fixed Assets	13,242	12,526	-716	Other	24,636	24,584	-51
Investment Securities	27,732	28,995	1,262				
Others	31,105	28,303	-2,802	Total Long-term Liabilities	84,211	78,754	-5,456
				Total Liabilities	181,405	172,352	-9,053
				Shareholders Equity	246,767	236,659	-10,107
				Valuation/Translation Adjustments	-24,451	-24,593	-142
				Warrants	1,222	1,188	-33
				Minority Interest	18,994	19,483	489
Total Fixed Assets	137,197	132,287	-4,910	Total Net Assets	242,532	232,738	-9,794
Total Assets	423,938	405,090	-18,847	Total Liabilities and Net Assets	423,938	405,090	-18,847

Summary of Interim Results

Compared to the end of the previous consolidated accounting year, notes and accounts receivable decreased by 21,207 million yen, and notes and accounts payable decreased by 12,988 million yen. On the other hand, securities increased by 18,093 million yen due to the purchase of negotiable certificates of deposit, and cash and deposits decreased by 9,789 million yen. As a result, total assets at the end of the second quarter consolidated accounting period came to 405,090 million yen, down 18,847 million yen from the end of the previous consolidated accounting year.

(JPY Billion)	Prior	Current	Change
Total Assets	423.9	405.0	-18.8
Net Assets	242.5	232.7	-9.7
Equity ratio	52.4%	52.4%	0.0pt
Current ratio	295.0%	291.5%	-3.5pt

Segment Results: Pachislot Pachinko

(JPY Billion)	FY 2008	FY 2009	FY 2010			
	Interim Results	Interim Results	Interim Results	Interim Plan	YoY Change	% to Plan
Net Sales	99.7	65.2	68.3	78.5	+4.8%	-13.0%
Pachislot	78.8	15.6	18.2	10.6	+16.7%	+71.7%
Pachinko	14.1	43.8	47.1	64.1	+7.5%	-26.5%
Other	6.8	5.8	3.0	3.8	-48.3%	-21.1%
Operating Income	12.1	-1.0	10.8	3.0	-	+260.0%
Operating Income Margin	12.1%	-	15.8%	3.8%	-	+12.0pt
Sales in Unit (Pachislot)	310,496	55,102	57,038	40,000	+3.5%	+42.6%
Sales in Unit (Pachinko)	56,641	154,950	167,715	220,000	+8.2%	-23.8%

Summary of Interim Results

Pachislot	<ul style="list-style-type: none"> ■ Unit sales increased year-on-year ■ Increased gross margin ratio due to increase in unit prices ■ Launch of mainstay titles with innovative game features <p>⇒ Strong sales of Sammy's "Pachislot Psalms of Planets Eureka Seven" (2Q aggregate shipments: 31,000 units, aggregate order receipts: 44,000 units *As of end of October)</p>
Pachinko	<ul style="list-style-type: none"> ■ Increased unit sales year-on-year ■ Improved gross margin ratio due to increases in unit prices and board sales ratio ■ Sammy sold "CR GAMERA THE BATTLE PACHINKO", "Pachinko CR Kyutei Nyokan Chamgum no Chikai"

Segment Results: Pachislot

Sales Breakdown / Pachislot

* Number of titles reflects products which began sales in period
 * Unit Supply includes the supply of parts to other makers

	FY 2008	FY 2009	FY 2010	
	Interim Results	Interim Results	Interim Results	Interim Plan
Sammy	5 titles 147,819 units	2 titles 24,775 units	3 titles 53,898 units	1 title 10,000 units
RDEED	3 titles 58,336 units	1 title 4,289 units	0 title 65 units	1 title 20,000 units
TAIYO ELEC	-	2 titles 6,193 units	1 title 1,806 units	2 titles 10,000 units
GINZA	2 titles 76,166 units	2 titles 11,391 units	-	-
Unit Supply	6 titles 28,175 units	2 titles 8,454 units	1 title 1,269 units	-
Total	16 titles 310,496 units	9 titles 55,102 units	5 titles 57,038 units	4 titles 40,000 units



“Pachislot Psalms of Planets Eureka Seven”
(Sammy)

© 2005 BONES / Project EUREKA・MBS
 © Sammy © 2009 NBGI



“Pachislot Urusei Yatsura 2”
(Sammy)

Major Titles / Pachislot

Brand	Title	Interim Sales	Installed From
Sammy	Pachislot Psalms of Planets Eureka Seven	31,962 units	September
Sammy	Pachislot Urusei Yatsura 2	16,841 units	July

* Aggregated order receipts for “Pachislot Psalms of Planets Eureka Seven” as of the end of October were roughly 44,000 units © Rumiko Takahashi / Shogakukan Inc. © Sammy

Segment Results: Pachinko

Sales Breakdown / Pachinko

* Number of titles reflects products which began sales in period
 * Unit Supply includes the supply of parts to GINZA Corporation

	FY 2008	FY 2009	FY 2010	
	Interim Results	Interim Results	Interim Results	Interim Plan
Sammy	1 title	2 titles	4 titles	3 titles
	51,931 units	126,842 units	105,764 units	150,000 units
TAIYO ELEC	-	3 titles	3 titles	3 titles
	-	26,946 units	48,653 units	50,000 units
GINZA	1 title	1 title	-	-
	4,710 units	1,162 units	-	-
Unit Supply	-	-	1 title	1 title
	-	-	13,298 units	20,000 units
Total	2 titles	6 titles	8 titles	7 titles
	56,641 units	154,950 units	167,715 units	220,000 units
Board + Flame	40,006 units	138,215 units	58,504 units	132,440 units
Board	16,635 units	16,735 units	109,211 units	87,560 units



“Pachinko CR Kyutei Nyokan Chamgum no Chikai”
 (Sammy)

© 2003-2004MBC © Sammy



“CR GAMERA THE BATTLE PACHINKO”
 (Sammy)

© Kadokawa Pictures Inc. © 1995 Kadokawa Pictures Inc. NH
 © 1996 Kadokawa Pictures Inc. NHFN
 © 1999 Kadokawa Pictures Inc. TNHN
 © 2006 “Chisaki Yushatachi-GAMERA-” Project © Sammy

Major Titles / Pachinko

Brand	Title	Interim Sales	Installed From
Sammy	Pachinko CR Kyutei Nyokan Chamgum no Chikai	50,987 units	August
Sammy	CR GAMERA THE BATTLE PACHINKO	35,312 units	July



(MEMO)

Segment Results: Amusement Machines

(JPY Billion)	FY 2008	FY 2009	FY 2010			
	Interim Results	Interim Results	Interim Results	Interim Plan	YoY Change	% to Plan
Net Sales	34.3	34.4	17.9	18.0	-48.0%	-0.6%
Domestic	28.0	31.3	14.8	14.8	-52.7%	0.0%
Overseas	6.3	3.1	3.1	3.2	0.0%	-3.1%
Operating Income	1.8	4.6	-0.7 (-1.2)	-2.3 (-2.5)	-	-
Operating Income Margin	5.2%	13.4%	-	-	-	-
R&D expense / Content Production expense	6.7	5.7	4.3 (4.8)	4.8 (5.0)	-24.6% (-15.8%)	-10.4% (-4.0%)

*Numbers shown in parentheses are reference values based on previous accounting policy (unaudited)

Summary of Interim Results

- Decreased sales compared to previous fiscal year, which had sales of major titles, and posted operating loss
- Strong sales and utilization of this term's mainstay title "BORDER BREAK"
 - ⇒ Sales under the new revenue sharing model designed to improve investment efficiency of amusement facility operators and to secure stable long-term revenue
- Cost reduction by introducing common reusable chassis and new circuit board
- Reduction of R&D costs and content production expenses
 - ⇒ Actual results of same period the previous year : ¥5.7 billion
 - ⇒ Actual aggregated results for 2Q of this fiscal year: ¥4.3 billion + Recorded assets: ¥500 million

Segment Results: Amusement Machines

Major Titles

Title		Interim Sales		Installed From
BORDER BREAK	Video Game	Satellite	2,436 units	September



“BORDER BREAK”

(Video Game)

©SEGA

Segment Results: Amusement Facilities

(JPY Billion)		FY 2008	FY 2009	FY 2010			
		Interim Results	Interim Results	Interim Results	Interim Plan	YoY Change	% to Plan
Net Sales		47.9	37.1	28.9	26.5	-22.1%	+9.1%
(Overseas)		6.1	4.7	2.8	3.0	-40.4%	-6.7%
Operating Income		-2.2	-2.8	0.2	-0.8	-	-
Operating Income Margin		-	-	0.7%	-	-	-
SEGA Same Store Sales Comps		89.0%	90.6%	92.3%	91.5%	-	+0.8pt
Domestic Facilities		433 facilities	347 facilities	277 facilities	249 facilities	-	+28 facilities
SEGA	Opened	5 facilities	1 facility	1 facility	1 facility	-	0 facility
	Closed	21 facilities	19 facilities	44 facilities	74 facilities	-	-30 facilities
	Total	388 facilities	300 facilities	231 facilities	201 facilities	-	+30 facilities
Bee / TMS	Opened	1 facility	2 facilities	0 facility	0 facility	-	0 facility
	Closed	1 facility	0 facility	2 facilities	0 facility	-	+2 facilities
	Total	45 facilities	47 facilities	46 facilities	48 facilities	-	-2 facilities
Overseas Facilities		22 facilities	22 facilities	21 facilities	20 facilities	-	-
Cap-ex		8.7	9.0	2.5	4.1	-72.2%	-39.0%
Depreciation		7.7	7.1	3.4	3.6	-52.1%	-5.6%

* "Bee" is an entertainment facility (Darts bar) produced by SEGA Bee LINK Co., LTD

Summary of Interim Results

- Decreased sales year-on-year due to measures to decrease number of amusement facilities
- Continued to review facility portfolio, reduced operating expenses
- SEGA domestic same-store sales comparisons
July: 92.0%、August: 88.3%、September: 86.0%、Interim Results: 92.3%
- Domestic amusement facility number as of end of 2Q: 277 facilities (2Q aggregate: Open: 1, Closed: 46)

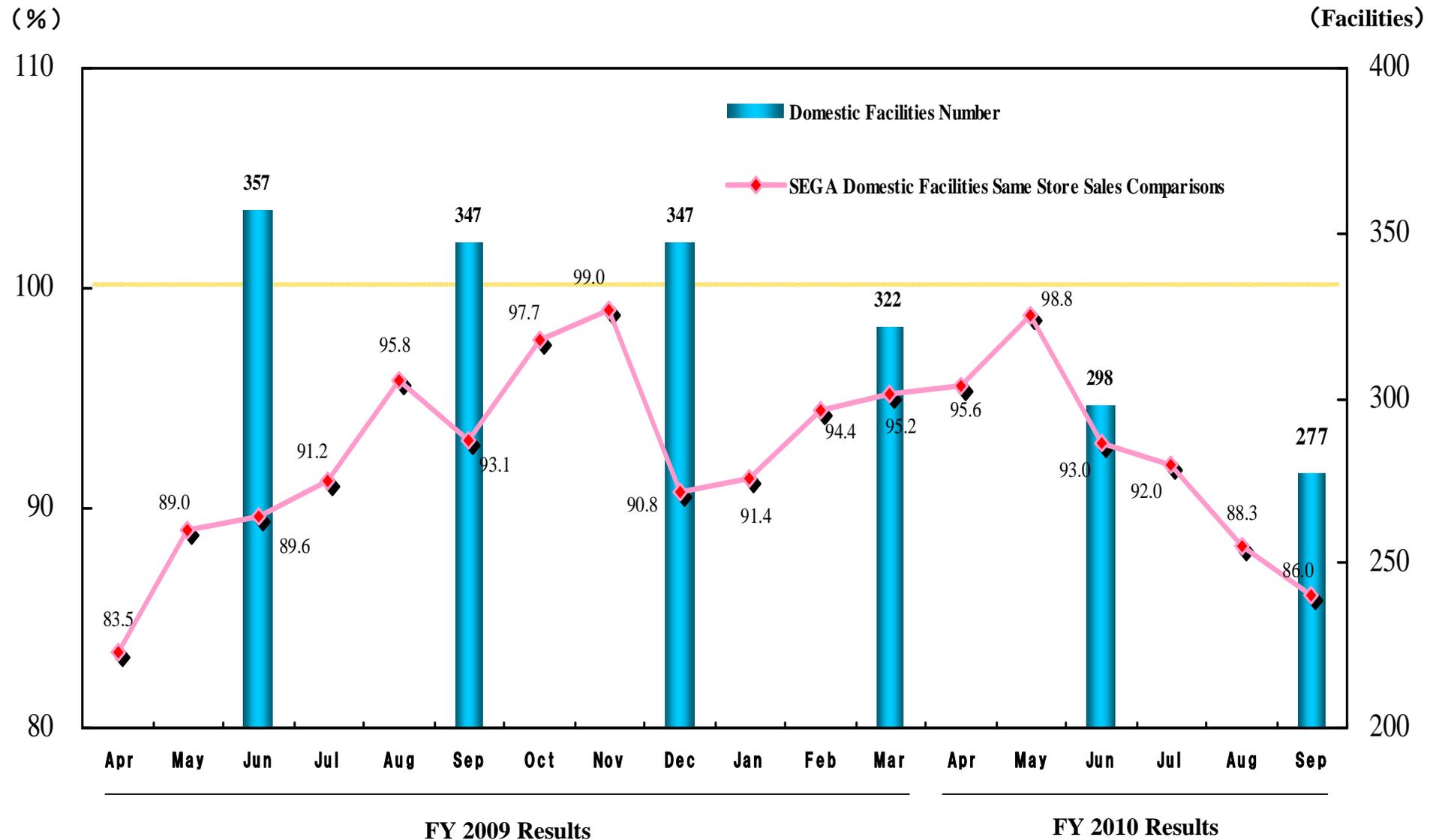
Segment Results: Amusement Facilities



SEGA-SAMMY
HOLDINGS

SEGA-SAMMY
GROUP

SEGA Domestic Facilities Same Store Sales Comps / Domestic Facilities Number Transition



Segment Results: Consumer Business

(JPY Billion)	FY 2008	FY 2009	FY 2010			
	Interim Results	Interim Results	Interim Results	Interim Plan	YoY Change	% to Plan
Net Sales	41.2	61.9	37.6	38.5	-39.3%	-2.3%
Entertainment Software	19.7	39.0	15.7	16.5	-59.7%	-4.8%
Network / Other	21.5	22.9	21.9	22.0	-4.4%	-0.5%
Operating Income	-12.5	-5.9	-8.1 (-9.6)	-9.4 (-11.7)	-	-
Operating Margin	-	-	-	-	-	-
Sales in Units (Thousands)	4,910	12,760	5,400	6,170	-57.7%	-12.3%
R&D expense / Content Production expense	16.4	16.7	11.2 (12.7)	11.3 (13.6)	-32.9% (-24.0%)	-0.9% (-6.6%)

*Numbers shown in parentheses are reference values based on previous accounting policy (unaudited)

Summary of Interim Results

Entertainment Software	<ul style="list-style-type: none"> ■ Decreased sales from previous fiscal year, which had sales of mainstay titles, and expanded operating loss ■ Strong sales of new titles, but weak overseas sales of catalogue titles ■ Recording of some content production expenses deferred to second half or later in accordance with postponement of introduction of some titles ■ Reduction of R&D costs and content production expenses <ul style="list-style-type: none"> ⇒ Actual results of same period the previous year : ¥16.7 billion ⇒ Actual aggregated results for 2Q of this fiscal year: ¥11.2 billion + Recorded assets : ¥1.5 billion
Other Network /	<ul style="list-style-type: none"> ■ TOY: Strong overseas sales, weak domestic sales ■ Mobile phone and PC content: Strong sales centered on games for PCs ■ Animation: Revenue from production and sales of animated films particularly weak

Segment Results: Consumer Business

Sales Results

* Number of titles reflects products which began sales in the period
(Number of titles by platform in based on SKU)

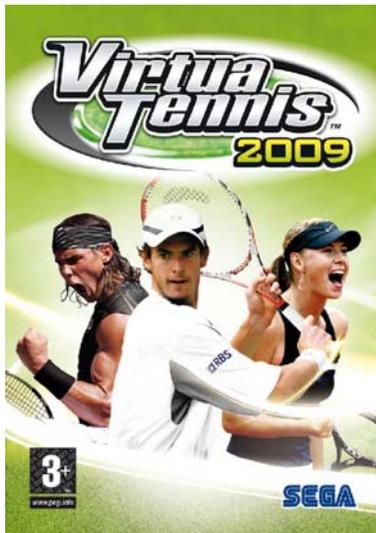
Breakdown by Region	FY 2008		FY 2009		FY 2010			
	Interim Results		Interim Results		Interim Results		Interim Plan	
	# of titles (SKU)	Sales (Thousands)						
Japan / Other	9 (14)	930	16 (17)	2,000	8 (8)	1,090	8 (8)	900
US	7 (7)	1,720	11 (22)	5,410	8 (12)	2,300	4 (7)	1,930
Europe	6 (11)	2,270	9 (22)	5,340	7 (10)	2,000	4 (7)	3,330
Total	22 (32)	4,910	36 (61)	12,760	23 (30)	5,400	16 (22)	6,170

Breakdown by Platform	FY 2008		FY 2009		FY 2010			
	Interim Results		Interim Results		Interim Results		Interim Plan	
	# of titles (SKU)	Sales (Thousands)						
PS2	6	250	7	930	0	0	0	0
PS3	1	210	9	1,040	2	350	2	380
Wii	4	180	8	1,050	11	1,100	7	1,130
Xbox360	1	210	7	1,090	2	210	2	260
NDS	10	650	18	1,880	9	620	7	600
PSP	7	460	4	1,030	2	210	2	90
PC	3	350	8	270	4	40	2	30
Catalogue	-	2,600	-	5,450	-	2,850	-	3,650
Total	32	4,910	61	12,760	30	5,400	22	6,170

Segment Results: Consumer Business

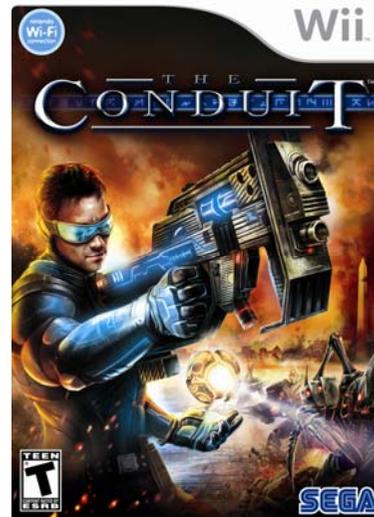
Major Tites

Title (Region)	Platform	Unit Sales (Thousands)	Sold from
Virtua Tennis 2009 (Europe / US)	PS3, Xbox360, Wii, PC	880	May (Europe), June (US)
The Conduit (Europe / US)	Wii	270	July (Europe), June (US)
Puyo Puyo 7 (Japan)	NDS	190	July



“Virtua Tennis 2009”

©SEGA



“The Conduit”

©2008 High Voltage Software, Inc.



“Puyo Puyo 7”

©SEGA



(MEMO)

FY 2010 Full Year Outlook



SEGA-SAMMY
HOLDINGS

Consolidated Income Statements

(JPY Billion)	FY 2008	FY 2009	FY 2010		
	FY Results	FY Results	Interim Results	FY Plan	YoY Change
Net Sales	458.9	429.1	154.3	420.0	-2.1%
Pachinko Pachislot	145.5	161.6	68.3	186.0	+15.1%
Amusement Machines	71.0	61.9	17.9	43.0	-30.5%
Amusement Facilities	91.2	71.3	28.9	52.0	-27.1%
Consumer	141.7	131.3	37.6	136.0	+3.6%
Other	9.3	2.9	1.5	3.0	+3.4%
Operating Income	-5.8	8.3	-0.3 (-2.3)	27.0 (22.0)	+225.3% (+165.1%)
Pachinko Pachislot	8.4	14.5	10.8	22.0	+51.7%
Amusement Machines	7.1	6.8	-0.7 (-1.2)	2.5 (2.0)	-63.2% (-70.6%)
Amusement Facilities	-9.8	-7.5	0.2	-1.0	-
Consumer	-5.9	-0.9	-8.1 (-9.6)	8.5 (4.0)	-
Other	0.0	0.3	0.2	0.0	-
Eliminations	-5.5	-4.9	-2.7	-5.0	-
Operating Margin	-	1.9%	-	6.4% (5.2%)	+4.5pt (+3.3pt)
Ordinary Income	-8.2	6.6	-0.7 (-2.7)	26.0 (21.0)	+293.6% (+218.2%)
Ordinary Income Margin	-	1.5%	-	6.2% (5.0%)	+4.7pt (+3.5pt)
Net Income	-52.4	-22.8	-6.3 (-8.3)	15.0 (10.0)	-
Net Income Margin	-	-	-	3.6% (2.4%)	-
Dividend per share (JPY)	45	30	15	30	-
Earning per share (JPY)	-208.26	-90.83	-25.10	59.54	-
Net Assets per share (JPY)	1,030.09	882.47	841.80	-	-

* Numbers shown in parentheses are based on previous accounting policy (reference)

Costs and Expenses

(JPY Billion)	FY 2008	FY 2009	FY 2010		
	FY Results	FY Results	Interim Results	FY Plan	YoY Change
R&D expense / Content Production expense	65.3	59.6	22.9 (24.9)	51.2 (56.2)	-14.1% (-5.7%)
Cap-ex	50.4	26.6	6.3	16.9	-36.5%
Depreciation	45.6	26.6	7.3	18.2	-31.6%
Advertising	22.8	20.7	7.8	22.5	+8.7%

*Numbers shown in parentheses are reference values based on previous accounting policy (unaudited)

*Cap-ex and depreciation of results in FY 2008 includes pachislot rental assets.

(Rental assets: Cap-ex:17.1 billion yen, Depreciation:17.3 billion yen)

Full Year Outlook

- Cap-ex and depreciation expenses to decrease significantly year-on-year, mainly due to decrease in number of amusement facilities
- R&D costs to decrease year-on-year, mainly due to reductions in amusement machine segment and consumer segment



(MEMO)

Segment Plan: Pachislot Pachinko



SEGA-SAMMY GROUP

(JPY Billion)	FY 2008	FY 2009	FY 2010		
	FY Results	FY Results	Interim Results	FY Plan	YoY Change
Net Sales	145.5	161.6	68.3	186.0	+15.1%
Pachislot	103.7	33.8	18.2	51.4	+52.1%
Pachinko	28.1	116.5	47.1	128.1	+10.0%
Other	13.8	11.2	3.0	6.4	-42.9%
Operating Income	8.4	14.5	10.8	22.0	+51.7%
Operating Income Margin	5.8%	9.0%	15.8%	11.8%	+2.9pt
Sales in Unit (Pachislot)	380,688	123,286	57,038	180,000	+46.0%
Sales in Unit (Pachinko)	108,184	391,831	167,715	450,000	+14.8%

Full Year Outlook

Pachislot	<ul style="list-style-type: none"> ■ Multiple mainstay titles with innovative game features to be introduced ■ Measures to revitalize industry in collaboration with KYORAKU Industrial Co., Ltd. <p>⇒ Plan to launch Sammy's "Pachislot Ashita no Joe", mainstay title in this fiscal year</p>
Pachinko	<ul style="list-style-type: none"> ■ Plan to launch Sammy's "Pachinko CR Soten no Ken" mainstay title in this fiscal year (3Q) ■ Stable supply of hit titles <p>⇒ Strong sales of Sammy's "Pachinko CR Sengoku Ranbu Aoki Dokugan" (Aggregate order receipts: 53,000 units *As of end of October)</p> <ul style="list-style-type: none"> ■ Review of pricing strategy, increase in board sales ratio ■ Reduction in parts procurement costs centered on liquid crystal display

Segment Plan: Pachislot Pachinko

Sales Plan / Pachislot

	FY 2008	FY 2009	FY 2010	
	FY Results	FY Results	Interim Results	FY Plan
Sammy	6 titles	6 titles	3 titles	6 titles
	167,879 units	58,184 units	53,898 units	100,000 units
RODEO	5 titles	4 titles	0 title	3 titles
	85,117 units	30,073 units	65 units	60,000 units
TAIYO ELEC	1 title	2 titles	1 title	3 titles
	10,947 units	6,268 units	1,806 units	20,000 units
GINZA	3 titles	5 titles	-	-
	84,639 units	19,657 units	-	-
Unit Supply	7 titles	2 titles	1 title	-
	32,106 units	9,104 units	1,269 units	-
Total	22 titles	19 titles	5 titles	12 titles
	380,688 units	123,286 units	57,038 units	180,000 units

Sales Plan / Pachinko

	FY 2008	FY 2009	FY 2010	
	FY Results	FY Results	Interim Results	FY Plan
Sammy	3 titles	4 titles	4 titles	5 titles
	55,617 units	307,263 units	105,764 units	330,000 units
TAIYO ELEC	4 titles	5 titles	3 titles	6 titles
	41,636 units	44,491 units	48,653 units	100,000 units
GINZA	2 titles	3 titles	-	-
	10,931 units	40,077 units	-	-
Unit Supply	-	-	1 title	1 title
	-	-	13,298 units	20,000 units
Total	9 titles	12 titles	8 titles	12 titles
	108,184 units	391,831 units	167,715 units	450,000 units
Board + Flame	76,486 units	350,689 units	58,504 units	202,500 units
Board	31,698 units	41,142 units	109,211 units	247,500 units

* Number of titles reflects products which began sales in period
 * Unit Supply includes the supply of parts to other makers or GINZA Corporation

Major Titles / 3Q

Brand	Title	Install From
Sammy	Pachinko CR Sengoku Ranbu Aoki Dokugan	Pachinko October
Sammy	Pachinko CR Soten no Ken	Pachinko December

*Aggregated order receipts for “Pachinko CR Sengoku Ranbu Aoki Dokugan” as of the end of October were roughly 53 thousands units



“Pachinko CR Sengoku Ranbu
Aoki Dokugan”
(Sammy)
© Sammy



“Pachinko CR Soten no Ken”
(Sammy)
© 2001 Buronson & Tetsuo Hara, Approved No. SAG-309
© Sammy

Segment Plan: Amusement Machines

(JPY Billion)	FY 2008	FY 2009	FY 2010		
	FY Results	FY Results	Interim Results	FY Plan	YoY Change
Net Sales	71.0	61.9	17.9	43.0	-30.5%
Domestic	60.7	53.2	14.8	35.9	-32.5%
Overseas	10.4	8.7	3.1	7.1	-18.4%
Operating Income	7.1	6.8	-0.7 (-1.2)	2.5 (2.0)	-63.2% (-70.6%)
Operating Income Margin	10.0%	11.0%	-	5.8% (4.7%)	-5.2pt (-6.3pt)
R&D expense / Content Production expense	13.6	11.4	4.3 (4.8)	8.9 (9.4)	-21.9% (-17.5%)

*Numbers shown in parentheses are reference values based on previous accounting policy (unaudited)

Full Year Outlook

- Plan to launch “Shining Force CROSS” mainstay title in this fiscal year (3Q)
 - ⇒ Sales under revenue sharing model
- Sales of CVT kit of mainstay titles
- To reduce R&D costs and content production expenses
 - ⇒ Actual results for previous fiscal year: ¥11.4 billion
 - ⇒ Plan for current fiscal year: ¥8.9 billion yen + Assets to be recoreded: ¥500 million

Segment Plan: Amusement Machines

Major Titles / 3Q

Title	Install From
Shining Force CROSS	December



“Shining Force CROSS”

(Video Game)

©SEGA

Segment Plan: Amusement Facilities

(JPY Billion)		FY 2008	FY 2009	FY 2010		
		FY Results	FY Results	Interim Results	FY Plan	YoY Change
Net Sales		91.2	71.3	28.9	52.0	-27.1%
(Oversears)		11.7	8.6	2.8	6.0	-30.2%
Operating Income		-9.8	-7.5	0.2	-1.0	-
Operating Income Margin		-	-	0.7%	-	-
SEGA Same Store Sales Comps		89.0%	92.4%	92.3%	93.6%	-
Domestic Facilities		363 facilities	322 facilities	277 facilities	246 facilities	-
SEGA	Opened	8 facilities	3 facilities	1 facility	6 facilities	-
	Closed	88 facilities	47 facilities	44 facilities	82 facilities	-
	Total	318 facilities	274 facilities	231 facilities	198 facilities	-
Bee / TMS	Opened	4 facilities	3 facilities	0 facility	0 facility	-
	Closed	4 facilities	0 facility	2 facilities	0 facility	-
	Total	45 facilities	48 facilities	46 facilities	48 facilities	-
Oversears Facilities		22 facilities	22 facilities	21 facilities	20 facilities	-
Cap-ex		15.9	14.8	2.5	8.7	-41.2%
Depreciation		17.1	15.9	3.4	7.8	-50.9%

* "Bee" is an entertainment facility (Darts bar) produced by SEGA Bee LINK Co., LTD

Full Year Outlook

■ SEGA domestic same-store sales comparison: Full-year plan 93.6%

⇒ Expect improvement in store revenue in accordance with penetration and expansion of mainstay titles and strengthening of operation for medal game, prize game etc.

■ To close or sell facilities with low profitability and future potential

■ To introduce nine titles of new kids' card games

Segment Plan: Consumer Business

(JPY Billion)	FY 2008	FY 2009	FY 2010		
	FY Results	FY Results	Interim Results	FY Plan	YoY Change
Net Sales	141.7	131.3	37.6	136.0	+3.6%
Entertainment Software	94.8	82.1	15.7	84.7	+3.2%
Network / Other	46.9	49.2	21.9	51.3	+4.3%
Operating Income	-5.9	-0.9	-8.1 (-9.6)	8.5 (4.0)	-
Operating Margin	-	-	-	6.3% (2.9%)	-
Sales in Units (Thousands)	26,990	29,470	5,400	29,700	+0.8%
R&D expense / Content Production expense	37.1	32.8	11.2 (12.7)	24.7 (29.2)	-24.7% (-11.0%)

*Numbers shown in parentheses are reference values based on previous accounting policy (unaudited)

Full Year Outlook

Entertainment Software	<ul style="list-style-type: none"> ■ To introduce multiple mainstay titles in second half <ul style="list-style-type: none"> “Mario and Sonic at the Olympic Winter Games™” (3Q) “BAYONETTA”(Japan: 3Q, Europe / US : 4Q) “Football Manager 2010” (3Q) “Phantasy Star Portable 2” (3Q) ■ To reduce R&D costs and content production expenses <ul style="list-style-type: none"> ⇒ Actual results for previous fiscal year: ¥32.8 billion ⇒ Plan for current fiscal year: ¥24.7 billion + Assets to be recorded: ¥4.5 billion
Network / Other	<ul style="list-style-type: none"> ■ TOY: Expect steady business of “Bakugan” ■ Mobile phone and PC contents : To focus on further expansion of its core business, along with gaining members for “Yoso.net mobile” and full-fledged introduction of pay-as-you-go service ■ Animation: Expect increases in overseas sales and merchandising right sales, etc.

Segment Plan: Consumer Business

Sales Plan

* Number of titles reflects products which began sales in the period
(Number of titles by platform in based on SKU)

Breakdown by Region	FY 2008		FY 2009		FY 2010			
	FY Results		FY Results		Interim Results		FY Results	
	# of titles (SKU)	Sales (Thousands)						
Japan / Other	30 (37)	2,640	36 (39)	4,230	8 (8)	1,090	17 (22)	3,570
US	25 (49)	12,060	22 (41)	12,490	8 (12)	2,300	22 (43)	11,630
Europe	25 (52)	12,270	20 (42)	12,730	7 (10)	2,000	21 (42)	14,500
Total	80 (138)	26,990	78 (122)	29,470	23 (30)	5,400	60 (107)	29,700

Breakdown by Platform	FY 2008		FY 2009		FY 2010			
	FY Results		FY Results		Interim Results		FY Results	
	# of titles (SKU)	Sales (Thousands)						
PS2	12	1,600	10	1,780	0	0	0	0
PS3	16	1,920	21	3,130	2	350	20	4,630
Wii	28	6,730	23	3,920	11	1,100	22	7,300
Xbox360	19	2,280	16	2,120	2	210	19	3,460
NDS	28	4,230	30	3,170	9	620	21	4,610
PSP	14	1,270	7	1,420	2	210	9	1,260
PC	21	1,690	15	1,980	4	40	16	1,770
Catalogue	-	7,260	-	11,920	-	2,850	-	6,640
Total	138	26,990	122	29,470	30	5,400	107	29,700

Segment Plan: Consumer Business

Major Titles / 3Q

Title (Region)	Platform	Sales From
Mario and Sonic at the Olympic Winter Games™ (Europe / US)	Wii, NDS	October
BAYONETTA (Japan) * Europe / US :4Q	PS3, Xbox360	October (Japan) (Europe / US: January, 2010)
Phantasy Star Portable 2 (Japan)	PSP	December



“Mario and Sonic at the Olympic Winter Games™”

TM IOC. Copyright ©2009 International Olympic Committee (“IOC”). All rights reserved.
 SUPER MARIO characters ©NINTENDO.
 SONIC THE HEDGEHOG characters ©SEGA.

“BAYONETTA”

©SEGA

“Phantasy Star Portable 2”

©SEGA

Foray into the CG animation business as part of Sega Sammy Group's growth strategy

- Effectively utilize management resources cultivated in existing businesses (powerful IP, technological capability, etc.)
- High compatibility with businesses developed by the Group and capability of creating group synergy

Establishment of SEGASAMMY VISUAL ENTERTAINMENT INC.

Joint establishment of LLP by five group companies to maximize the IP value of "BAKUGAN"

- Bakugan LLP handles the total production and merchandising of "BAKUGAN" related businesses developed in Japan
- Cross media marketing of multilateral products utilizing "BAKUGAN" IP within fiscal 2010

Establishment of Bakugan Limited Liability Partnership (Bakugan LLP)



©SEGA TOYS/SPIN MASTER/BAKUGAN2 PROJECT

Listed Subsidiaries Results / Outlook



*** Numbers of listed subsidiaries plan for the year ended March 31, 2010 on this document are the latest numbers of each company's announcement.**

Listed Subsidiaries Results / Outlook

Sammy NetWorks

(Consolidated: JPY Billion)	FY 2009	FY 2010			
	Interim Results	Interim Results	YoY Change	Interim Plan	FY Plan
Net Sales	5.35	5.26	-1.7%	5.50	12.40
Operating Income	1.05	1.04	-1.0%	0.95	2.50
Operating Margin	19.6%	19.8%	+0.2pt	17.3%	20.2%

SEGA TOYS

(Consolidated: JPY Billion)	FY 2009	FY 2010			
	Interim Results	Interim Results	YoY Change	Interim Plan	FY Plan
Net Sales	8.46	8.75	+3.4%	8.50	18.00
Operating Income	0.00	-0.24	-	-0.26	-0.18
Operating Margin	-	-	-	-	-

Sammy Networks

Interim Results	<ul style="list-style-type: none"> ■ Sales of overall AM segment (pachinko and pachislot game sites for mobile phones and PCs), the Company's core business, increased 6.7% year-on-year ■ Membership in our highest priority business, "Yoso.net mobile," topped one million people
Full Year Outlook	<ul style="list-style-type: none"> ■ Continued further expansion of core business ■ Focus on gaining members for "Yoso.net mobile" and full-fledged introduction of pay-as-you-go service

SEGA TOYS

Interim Results	<ul style="list-style-type: none"> ■ Overall net sales increased by 3.4% year-on-year as sales of the "BAKUGAN" character toy for boys was strong in the overseas market, while domestic sales was significantly lower year-on-year despite the launch of new products like "Jewelpet," "Monoranmonoran" and "Uchiage Hanabi." ■ In terms of income and loss, the Company posted an operating loss due to a significant decrease in domestic sales, which has a high gross profit margin.
Full Year Outlook	<ul style="list-style-type: none"> ■ In terms of net sales, "BAKUGAN" is expected to continue to perform well in the overseas market. Domestic sales is projected to decrease year-on-year, though new markets will be cultivated through cooking toys and "Yumeneko Venus" for the elderly, which are focuses of the current fiscal year. ■ In terms of income and loss, the Company is expected to record an operating loss due to the decline in domestic sales, which has a high gross profit margin.

Listed Subsidiaries Results / Outlook



(Consolidated: JPY Billion)	FY 2009	FY 2010			
	Interim Results	Interim Results	YoY Change	Interim Plan	FY Plan
Net Sales	9.36	15.34	+63.9%	14.90	34.80
Operating Income	0.34	3.02	+788.2%	2.60	4.30
Operating Margin	3.6%	19.7%	+16.1pt	17.4%	12.4%

(Consolidated: JPY Billion)	FY 2009	FY 2010			
	Interim Results	Interim Results	YoY Change	Interim Plan	FY Plan
Net Sales	7.12	6.43	-9.7%	6.45	14.97
Operating Income	0.19	-0.02	-	-0.07	0.31
Operating Margin	2.7%	-	-	-	2.1%

TAIYO ELEC	
Interim Results	<ul style="list-style-type: none"> ■ [Strong sales record] As for pachinko machines, “CR Moeyo Ken 2STX” and “CR BLOOD+” were launched. As for pachislot machines, “Shin Megami Tensei” was launched. Consequently, pachinko unit sales reached 48,000 (an increase of 21,000 from the previous fiscal year) and pachislot unit sales totaled 1,000 (a decrease of 4,000 from the previous fiscal year) in the six-month period through the second quarter. ■ [Significant year-on-year increase in operating results] In a year-on-year comparison of the six-month period through the second quarter, net sales increased by 63.9% and operating income increased by 788.2%, due to increase in selling price of pachinko machine and cost reduction by introducing new flame.
Full Year Outlook	<ul style="list-style-type: none"> ■ [Full year sales plan] As for the full year sales plan, pachinko unit sales are expected to be 98,000 for six series, and pachislot unit sales are expected to be 21,000 for four series. ■ [Upward revision in earnings forecast] The forecast of full year operating results was revised upward, with net sales projected at 34.8 billion yen (up 500 million yen from the initial forecast), ordinary income at 4.3 billion yen (up 1.8 billion yen) and net income at 2.9 billion yen (up 1.5 billion yen).

TMS Entertainment	
Interim Results	<ul style="list-style-type: none"> ■ Animation: Net sales decreased year-on-year, mainly due to a decrease in production sales. Income decreased year-on-year despite a significant reduction in advertising costs due to the impact of decreased net sales. ■ AM: Decreased year-on-year due to the sluggishness of the overall industry coupled with the outbreak of the new influenza virus. Income increased only slightly year-on-year despite the impact of cost reductions and the decrease in depreciation associated with the impairment of five stores in the previous fiscal year.
Full Year Outlook	<ul style="list-style-type: none"> ■ Animation: TV production and video sales are on a declining trend, but will stop decreasing by increasing overseas sales as well as sales of merchandising rights. ■ AM: Strive to improve sales by strengthening management capacity at each facility while enhancing the corporate foundation toward next fiscal year and later by facilitating personnel training. ■ With many uncertain factors considering the environments of both businesses, the overall company has no changes in its initial plan and aims to have its income bottom out.



(MEMO)

Appendix



SEGA-SAMMY
HOLDINGS

Company Overview



Company Name	Sega Sammy Holdings, Inc.	Chairman President and Representative Director (CEO)	Hajime Satomi
Head Office	Shiodome Sumitomo Building, 1-9-2 Higashi Shimbashi Minato-ku, Tokyo 105-0021, Japan	Executive Vice President and Representative Director	Keishi Nakayama
Established	October 1, 2004	Director	Okitane Usui
Capital	29,953 million yen	Director and CCO(*) (*):CCO : Chief Creative Officer	Hisao Oguchi
Listing	Tokyo Stock Exchange 1 st Section (6460)	Director	Yuji Iwanaga
Number of Shares Outstanding	283,229,476 shares	Director	Takeshi Natsuno

Major Shareholders		Equity Shares	% of Voting
1	Hajime Satomi	43,569,338	17.44%
2	SEGA SAMMY HOLDDINGS INC.	31,311,138	-
3	Mellon Bank, NA Treaty Clients Omnibus	18,274,461	7.31%
4	FSC Co., Ltd.	14,172,840	5.67%
5	The Master Trust Bank of Japan, Ltd. (As Trustee)	13,248,600	5.30%
6	The Bank of New York Mellon Depository Bank for Depository Receipt Holders	12,583,234	5.03%
7	Japan Trustee Services Bank, Ltd. (As Trustee)	8,561,600	3.42%
8	State Street Bank and Trust Company	8,030,604	3.21%
9	State Street Bank and Trust Company 505225	5,020,021	2.00%
10	Mellon Bank, NA as Agent for It's Clients Mellon Omnibus US Pension	2,773,056	1.11%

Shareholder Data		
Type	% of Shares	% by Number of Shareholders
Financial Institutions	15.85%	0.06%
Securities Companies	0.68%	0.05%
Other Companies	6.58%	0.79%
Foreign Institutions and Individuals	33.56%	0.52%
Japanese Individuals and Other	32.25%	98.56%
Treasury stock	11.06%	0.00%

Shareholders
90,496

Data as of September 30th, 2009

Company Profile (Subsidiaries)

Subsidiary	Listed on:	Major Operation	Share held by Sega Sammy (Share holding ratio)
Sammy NetWorks Co., Ltd. http://www.sammy-net.jp/english/ 	TSE Mothers Securities code: 3745	<u><Consumer></u> Distribution of music related content and game related content through mobile phones and the Internet.	24,804 shares (56.26%)
SEGA TOYS, LTD. http://www.segatoys.co.jp/english/ 	JASDAQ Securities code: 7842	<u><Consumer></u> Design, development and sales of toys	11,250,000 shares (52.24%)
TAIYO ELEC Co., Ltd. http://www.taiyoelec.co.jp/english/ 	JASDAQ Securities code: 6429	<u><Pachinko Pachislot></u> Design, development and sales of Pachinko and Pachislot machine	(*)11,623,100 shares (51.24%)
TMS Entertainment Ltd. http://www.tms-e.com/english/ 	NSE 2 nd Section Securities code: 3585	<u><Consumer / Amusement Facilities></u> Planning, production, sales and export of animation films, and amusement businesses	23,549,000 shares (59.01%)

(*) Sammy, 100% subsidiary of SEGA SAMMY HOLDINGS, holds the shares of TAIYO ELEC

Data as of September 30th, 2009

Pachinko / Pachislot Market Data

Pachislot Installed Base / Unit Sales / Market Scale

	2003	2004	2005	2006	2007	2008
Number of Pachislot Machines installed (Units)	1,660,839	1,887,239	1,936,470	2,003,482	1,635,860	1,448,773
Number of Pachislot Machines sold annually (Units)	1,842,392	1,672,049	1,786,292	1,647,759	1,744,308	913,053
Pachislot Machine Market Size (JPY Million)	526,354	522,582	536,539	490,959	500,998	242,331

Pachinko Installed Base / Unit Sales / Market Scale

	2003	2004	2005	2006	2007	2008
Number of Pachinko Machines installed (Units)	3,227,239	3,077,537	2,960,939	2,932,952	2,954,386	3,076,421
Number of Pachinko Machines sold annually (Units)	3,686,677	4,013,153	4,047,999	3,837,960	3,173,725	3,331,278
Pachinko Machine Market Size (JPY Million)	672,055	786,535	869,940	898,646	856,400	900,558

Pachinko Pachislot Market Installed Base / Unit Sales / Market Scale

	2003	2004	2005	2006	2007	2008
Number of Machines installed (Units)	4,888,078	4,964,776	4,897,409	4,936,434	4,590,246	4,525,194
Number of Machines sold annually (Units)	5,529,069	5,685,202	5,834,291	5,485,719	4,918,033	4,244,331
Total Machine Market Size (JPY Million)	1,198,409	1,309,117	1,406,479	1,389,605	1,357,398	1,142,889

	2003	2004	2005	2006	2007	2008
Total Number of Pachinko Halls	16,076	15,617	15,165	14,674	13,585	12,937
Number of Pachinko Halls with pachinko and pachislot machines installed	14,695	13,844	13,163	12,588	12,039	11,800
Number of Pachinko Halls with pachislot machines installed	1,381	1,773	2,002	2,086	1,546	1,137

Source: National Police Agency, Yano Research Institute Ltd., Japan Productivity Center for Socio-Economic Development

Pachislot / Pachinko Sales Share

Share of Annual Pachislot Machine Sales

Rank	2005			2006			2007			2008		
	Manufacture	Units Sold	Share									
1	Sammy	607,106	34.0%	Sammy	523,422	31.8%	Sammy	380,688	21.8%	Y Company	172,000	18.8%
2	D Company	236,000	13.2%	D Company	200,000	12.1%	A Company	192,000	11.0%	S Company	133,673	14.6%
3	H-O Company	187,000	10.5%	H-O Company	180,000	10.9%	S Company	169,239	9.7%	Sammy	123,286	13.5%
4	Y Company	150,000	8.4%	Y Company	173,000	10.5%	D Company	152,000	8.7%	H-O Company	68,000	7.5%
5	S Company	111,659	6.3%	K Company	155,000	9.4%	Y Company	152,000	8.7%	K Company	59,000	6.5%

Share of Annual Pachinko Machine Sales

Rank	2005			2006			2007			2008		
	Manufacture	Units Sold	Share									
1	S Company	1,000,000	24.7%	S Company	887,000	23.1%	S Company	820,000	25.8%	S Company	810,000	24.3%
2	S Company	740,320	18.3%	K Company	804,000	21.0%	S Company	725,819	22.9%	S Company	451,941	13.6%
3	K Company	390,000	9.6%	S Company	640,186	16.7%	K Company	510,000	16.1%	Sammy	391,831	11.8%
4	N Company	320,000	7.9%	N Company	253,000	6.6%	N Company	204,000	6.4%	K Company	350,000	10.5%
5	Sammy	288,895	7.1%	D Company	195,947	5.1%	D Company	168,000	5.3%	N Company	349,000	10.5%
6	H Company	242,276	6.0%	H Company	186,000	4.9%	H Company	165,000	5.2%	F Company	194,443	5.8%
7	F Company	185,572	4.6%	F Company	180,006	4.7%	F Company	146,134	4.6%	S Company	177,000	5.3%
8	D Company	172,123	4.3%	Sammy	132,981	3.5%	Sammy	108,184	3.4%	D Company	122,000	3.7%

Source: Yano Research Institute Ltd.

Amusement / Game Market Data

AM Machines / Operations Net Sales

(JPY Billion)

	2003	2004	2005	2006	2007	2008
Amusement Machines Net Sales	177.8	180.5	199.2	223.3	219.0	196.1
Amusement Facilities Operations Net Sales	637.7	649.2	682.4	702.8	678.0	573.1
Market Size of Amusement	815.5	829.7	881.6	926.2	897.0	769.2

	2003	2004	2005	2006	2007	2008
Number of Amusement Facilities (Facilities)	10,759	10,109	9,515	9,091	8,652	8,137
Number of Amusement Machine units installed (Units)	428,358	438,986	445,025	460,031	474,808	486,582
Number of Amusement Machine units installed per center (Units)	39.8	43.4	46.8	50.6	54.9	59.8

Home Videogame related Market Scale

	2003	2004	2005	2006	2007	2008
Hardware shipment	704.5	440.7	872.7	958.1	2,087.7	1,908.3
Software shipment	429.8	468.4	487.1	674.1	848.6	1,024.3
Market Size of Home Videogame	1,134.3	909.1	1,359.8	1,632.3	2,936.4	2,932.6

Total Market Size of Amusement and Game

	2003	2004	2005	2006	2007	2008
Total Market Size of Amusement / Game	1,885.0	1,749.7	2,246.4	2,752.6	3,916.0	3,676.9

Source: JAMMA, AOU, CESA, National Police Agency

Past Operating Results

From FY 2006 to FY 2010 Interim Results

* Numbers shown in parentheses are based on previous accounting policy (reference)

* Number of titles reflects products which begin sales in the period (Numbers shown in parentheses are based on SKU)

* The data in this page can be downloaded from following URL. (http://www.segasammy.co.jp/english/ir/library/excel/201003_2q_transition.xls)

(JPY Billion)	FY 2006	FY 2007	FY 2008		FY 2009				FY2010	
	FY Results	FY Results	Interim Results	FY Results	1Q Results	Interim Results	3Q Results	FY Results	1Q Results	Interim Results
Net Sales	553.2	528.2	231.0	458.9	74.6	200.4	309.0	429.1	60.4	154.3
Breakdown										
Pachislot Pachinko	265.6	211.5	99.7	145.5	12.0	65.2	106.2	161.6	19.6	68.3
Amusement Machines	71.5	75.4	34.3	71.0	13.7	34.4	49.9	61.9	7.8	17.9
Amusement Facilities	106.2	103.8	47.9	91.2	17.4	37.1	54.4	71.3	14.1	28.9
Consumer	90.3	119.5	41.2	141.7	30.5	61.9	96.0	131.3	18.0	37.6
Other	19.4	17.8	7.7	9.3	0.8	1.6	2.3	2.9	0.7	1.5
Operating Income	119.1	76.5	-4.3	-5.8	-10.2	-7.5	-2.7	8.3	-7.8 (-8.5)	-0.3 (-2.3)
Breakdown										
Pachislot Pachinko	99.8	71.1	12.1	8.4	-4.3	-1.0	5.2	14.5	-1.0	10.8
Amusement Machines	12.1	11.6	1.8	7.1	0.7	4.6	6.2	6.8	-1.0 (-1.2)	-0.7 (-1.2)
Amusement Facilities	9.2	0.1	-2.2	-9.8	-1.5	-2.8	-4.9	-7.5	-0.1	0.2
Consumer	1.9	1.7	-12.5	-5.9	-4.1	-5.9	-5.6	-0.9	-4.5 (-5.0)	-8.1 (-9.6)
Other	-1.7	-1.3	-0.2	0.0	0.0	0.2	0.2	0.3	0.1	0.2
Eliminations	-2.3	-6.7	-3.4	-5.5	-1.0	-2.6	-3.9	-4.9	-1.1	-2.7
Operating Margin	21.5%	14.5%	-	-	-	-	-	1.9%	-	-
Ordinary Income	119.5	81.2	-3.9	-8.2	-9.8	-8.4	-5.0	6.6	-8.0 (-8.7)	-0.7 (-2.7)
Ordinary Income Margin	21.6%	15.4%	-	-	-	-	-	1.5%	-	-
Net Income	66.2	43.4	-20.2	-52.4	-10.5	-9.5	-10.8	-22.8	-10.2 (-10.9)	-6.3 (-8.3)
Net Income Margin	12.0%	8.2%	-	-	-	-	-	-	-	-
R&D expense / Content Production expense	36.3	52.1	29.8	65.3	16.6	30.4	43.4	59.6	11.8 (12.5)	22.9 (24.9)
Cap-ex	38.5	36.6	34.9	50.4	6.5	14.5	20.1	26.6	2.7	6.3
Depreciation	21.8	28.0	29.5	45.6	5.4	11.9	18.9	26.6	3.5	7.3
Advertising	18.9	22.2	9.0	22.8	4.1	11.2	16.7	20.7	2.7	7.8
# of pachislot titles	14 titles	17 titles	16 titles	22 titles	4 titles	9 titles	16 titles	19 titles	1 title	5 title
Unit sales	607,106 units	523,422 units	310,496 units	380,688 units	15,048 units	55,102 units	108,500 units	123,286 units	5,111 units	57,038 units
# of pachinko titles	8 titles	14 titles	2 titles	9 titles	3 titles	6 titles	8 titles	12 titles	2 titles	8 titles
Unit sales	288,895 units	132,981 units	56,641 units	108,184 units	19,704 units	154,950 units	237,288 units	391,831 units	53,748 units	167,715 units
SEGA Same Store Sales Comps	103.3%	95.8%	88.9%	89.0%	87.3%	90.6%	92.1%	92.4%	96.0%	92.3%
Domestic Facilities	462 facilities	449 facilities	433 facilities	363 facilities	357 facilities	347 facilities	347 facilities	322 facilities	298 facilities	277 facilities
# of game software titles	- (122)	- (140)	22 (32)	80 (138)	14 (37)	36 (61)	58 (93)	78 (122)	11 (17)	23 (30)
Sales (Thousands)	16,400	21,270	4,910	26,990	6,890	12,760	21,090	29,470	2,650	5,400



SEGA-SAMMY H O L D I N G S

<http://www.segasammy.com/>

[Disclaimer]

The contents in this material and comments made during the questions and answers etc. of this briefing session are the judgment and projections of the Company's management based on the currently available information. These contents involve risk and uncertainty, and the actual results may differ materially from these contents/comments.

Please visit below websites for products and service information.

<http://sega.jp/> (SEGA)
<http://www.sammy.co.jp/> (Sammy)

* Company / product names in this document are trademarks or registered trademarks of the respective companies.